

# **EXHIBIT 7**

ACKNOWLEDGMENT OF DEPONENT

I have read the foregoing transcript of my deposition and except for any corrections or changes noted on the errata sheet, I hereby subscribe to the transcript as an accurate record of the statements made by me.

*Brian M. Sowers*

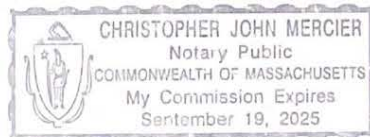
BRIAN SOWERS

SUBSCRIBED AND SWORN before me  
this 30 day of Sept, 2022

*[Signature]*

NOTARY PUBLIC

My Commission Expires: Sept 19, 2025



## ERRATA SHEET

## VERITEXT

CASE NAME: Anne De Lacour v. Colgate  
 DATE OF DEPOSITION: September 13, 2022  
 WITNESS'S NAME: Brian Sowers

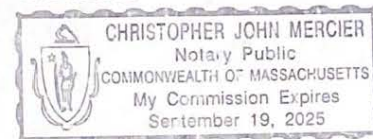
| PAGE/LINE(s) | CHANGE                              | REASON |
|--------------|-------------------------------------|--------|
| 23 / 5       | "pointed" to "outdated"             | typo   |
| 24 / 10      | "consistently ourselves" versus     |        |
|              | To "consistently competing against" |        |
| 27 / 2       | "of kind" to                        |        |
|              | "about the kind"                    | typo   |
| 38 / 4-5     | "in courts" to                      |        |
|              | "in the course of my work"          | typo   |
| 39 / 2       | "within" to "one"                   | typo   |
| 39 / 12      | "where INTA" to                     |        |
|              | "where INTA can"                    | typo   |
| 43 / 6       | "I read" to                         |        |
|              | "I have read"                       | typo   |
| 44 / 11      | "I" to "I've"                       | typo   |
| 45 / 21      | "I" to "I've"                       | typo   |
| 56 / 19      | "element issue" to                  |        |
|              | "element at issue"                  | typo   |
| 58 / 11      | "survey" to "surveys"               | typo   |
| 62 / 3       | "would asking" to                   |        |
|              | "would be asking"                   | typo   |

*Brian M. Sowers*

BRIAN SOWERS

Subscribed and Sworn To  
 Before Me This 30 Day  
 of Sept, 2022.

*[Signature]*  
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## ERRATA SHEET

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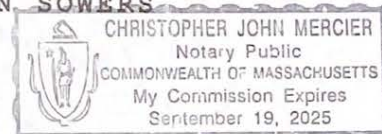
|     |      |   |        |
|-----|------|---|--------|
| 62  | / 24 | / "asked them" to                       | /      |
|     |      | / "asking them"                         | / typo |
| 70  | / 13 | / "was" to "worked"                     | / typo |
| 76  | / 15 | / "pretest" to "pretests"               | / typo |
| 85  | / 7  | / "I" to "I've"                         | / typo |
| 85  | / 10 | / "I" to "I've"                         | / typo |
| 86  | / 22 | / "we" to "we've"                       | / typo |
| 91  | / 12 | / "posted" to "hosted"                  | / typo |
| 91  | / 15 | / "posted" to "hosted"                  | / typo |
| 92  | / 24 | / "I" to "I've"                         | / typo |
| 111 | / 14 | / "There is" to "There are"             | / typo |
| 111 | / 25 | / "Jacobi" to "Jacoby"                  | / typo |
| 112 | / 3  | / "Jacobi" to "Jacoby"                  | / typo |
| 113 | / 8  | / "and response" to                     | / typo |
|     |      | / "in response"                         | /      |
| 119 | / 11 | / "referenced guide survey research" to |        |
|     |      | / "reference guide on survey research"  |        |
| 120 | / 2  | / "of" to "on"                          | / typo |
| 120 | / 5  | / "referenced" to "reference"           | / typo |
| 123 | / 15 | / "are" to "is"                         | / typo |
| 124 | / 5  | / "qualify the" to                      | / typo |
|     |      | / "qualify based on the"                |        |
| 135 | / 5  | / "Jacobi's books" to                   | / typo |
|     |      | / "Jacoby's book"                       |        |
| 145 | / 2  | / "statement" to "some"                 | / typo |
| 147 | / 3  | / "the" to "your"                       | / typo |

Brian M. Sowers

BRIAN SOWERS

Subscribed and Sworn To  
Before Me This 3<sup>rd</sup> Day  
of Sept, 2022.

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VERITEXT

|     |    |   |
|-----|----|---|
| 158 | 25 | "Kelly" to "Keller"                           |
| 159 | 2  | "From Dr. Jacobi" to<br>"and From Dr. Jacoby" |
| 165 | 2  | "consumers" to<br>"respondents"               |
| 165 | 14 | "away when" to<br>"away a belief when"        |
| 177 | 4  | "brand" to "brgn"                             |
| 186 | 19 | DELETE "to test"                              |
| 197 | 12 | DELETE "that's"                               |
| 201 | 23 | "that they said" to<br>"that I relied upon"   |
| 214 | 5  | "you're allowed a" to<br>"that I relied upon" |
| 216 | 21 | "Jacobi" to "Jacoby"                          |
| 219 | 4  | "put" to "selected"                           |
| 220 | 8  | "been" to "selected"                          |
| 228 | 15 | "crafted up" to "created"                     |
| 229 | 24 | DELETE "we"                                   |
| 232 | 3  | "a way" to "a long way"                       |
| 232 | 12 | DELETE "not commercially viable"              |
| 233 | 22 | "but not" to "and"                            |

CHRISTOPHER JOHN MERCIER  
Notary Public  
COMMONWEALTH OF MASSACHUSETTS  
My Commission Expires  
September 19, 2025

My Commission Expires Sept 19, 1968